September 1991

Presstime

The Journal of the American Newspaper Publishers Association

Papers Search For Right Mix of Legal Counsel

INFORMATION SERVICES

DOOR OPENS FOR 'BABY' BELLS

Newspapers Push To Get It Closed

presstime

SEPTEMBER 1991 VOLUME 13, NUMBER 9

16 Special Report *The regional Bell operating companies have been given the "Greene light" to enter the information services marketplace, but the struggle continues in several venues: in the courts, as appeals of Judge Harold H. Greene's ruling are planned and the RBOCs seek to lift his stay of the decision; legislatively, as newspapers and their allies try to persuade Congress to impose limits on the Bells; and on the business side, as newspapers ponder if and how they can form equitable partnerships with them.*

6 The lawyer is in *Some newspapers find that bringing lawyers on staff makes legal and economic sense, but outside firms still serve many needs.*

12 Seeding plants *When papers consider building remote printing facilities, several factors are crucial: site selection, and access to highways and rail lines.*

22 Targeting with comics *Editors used to select comic strips based on their own tastes. Not any more. Not if they want to reach particular reader segments.*

24 Newspapers' sergeants *Some papers are radically altering the role of their circulation district managers to the betterment of the job and customer service.*

27 Essay: Bills and no frills *A university dean says student loan debts may be a hindrance to graduates' acceptance of entry-level newspaper jobs.*

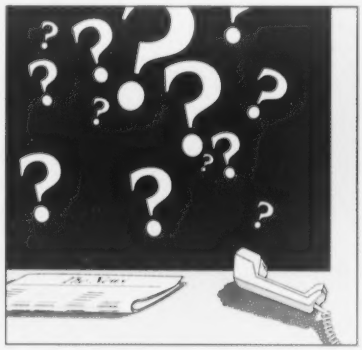
28 Profile: Cathy Henkel *Driven by ambition over a rather circuitous route, this coach's daughter is now one of about a dozen female sports editors.*

38 Pay trends *The 1991 ANPA compensation survey shows that while management base salaries increased again, they did so at the lowest rates in years.*

48 NMA advances *A detailed proposal for combining seven newspaper trade groups into one marketing association is completed and now faces scrutiny.*

Insert: Choosing the future *Visit The Waterloo Appeal and eavesdrop as top executives decide a strategic course: mass, class, individual or direct.*

In-house Lawyers, p. 6



Special Report, p. 16
(Cover by Alberto Pacheco, Charlene Gridley.)

Satellite Plants, p. 12

Advertisers index	51	Employee relations	38	Readership	34
ANPA calendar	43	Government affairs	30	'Shoe'	42
ANPA news	51	Minority affairs	35	Speeches	43
Books	36	Newspaper business	48	State and local	32
Chairman's corner	5	Newsprint	44	Technology	45
Circulation	35	Overset	52	Telecommunications	32
Education	36	Postal	33	World press	33

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Censorship rules in Mideast

Seven daily newspapers are now sold on the streets of Kuwait City after surviving a publisher's nightmare: Many of their presses were stolen by the occupying Iraqi army. The Iraqis left only two of seven large presses, and those were in disrepair.

Al Qabas is probably the largest daily now being published, with an initial press run of 20,000 and usually consisting of 18 pages. Before the Persian Gulf War, it ran about 28 daily pages and had an international circulation as high as 60,000, according to Kuwait Embassy Press Attache Raed al-Rifai.

Published in London during the war, Al Qabas was "practically taken over" by Kuwaiti officials in exile, according to Aziz Abu-Hamad of Middle East Watch in New York City. The owners had to ask for rights to the name back, he said. Printing has resumed in Kuwait.

Since the war's end, the Iraqi government has launched two new dailies to "affirm its presence in Baghdad," according to Said Essoulami, a researcher with a London organization known as Article 19, International Centre on Censorship.

Human rights activists had anticipated a freer Kuwaiti press after the war. Those aspirations evaporated when the government issued a new press law, yet "conveniently failed" to repeal a 1986 regulation requiring prior censorship, explained Abu-Hamad of Middle East Watch. Also chilling was the life imprisonment of six journalists for working for an Iraqi occupation paper.

Throughout the Middle East, either outright censorship by the government or self-censorship remains the rule after the wartime disruptions, said William A. Rugh of the U.S. Information Agency and author of *The Arab Press*, published in 1987.

Hamid Mowlana, an international communications professor at American University in Washington, D.C., said the war has significantly changed the content of Middle Eastern papers. Regional papers have become "forums for discussion of Persian Gulf security, the role of foreign powers, Arab-Israeli conflict, the Islamic movement and, of course, the future political and economic restructuring of Iraq," he said. Formerly, they had been "tuned to regional problems."

During the war, several Middle Eastern papers provided "excellent" coverage, Mowlana said, citing particularly some in Jordan, Turkey and Iran where governments were not directly involved in the war. Iranian journalists "gave wide coverage to operations in the south and north of Iraq. They were not only getting reports from their own correspondents, but because of close proximity to the combat were able to publish reports faster than the Western press."

Essoulami of the Article 19 censorship-monitoring organization reported that the Jordanian press has become "very open, and very critical, not only of the war but also of [that country's] situation."

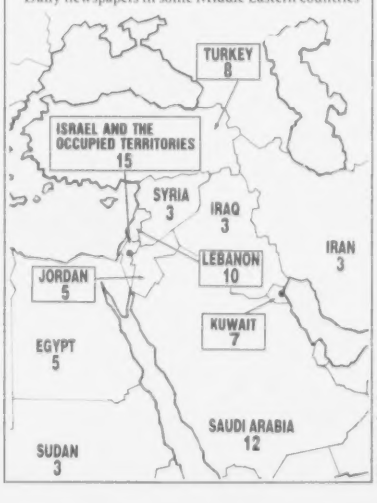
Local reporters in Saudi Arabia, Bahrain, Qatar and the United Arab Emirates, operating under "fairly careful control," became "energized by crisis, with reporters adopting a more assertive style," said the USIA's Rugh. Sales of some regional newspapers soared.

Saudi censors were challenged by "how to control what was coming in from the armies," said Essoulami. Thus, Saudi Arabia is now "relatively open" to news. "The regime is taking this seriously." Article 19 recently released *Information, Freedom and Censorship, World Report 1991*, documenting the extent of censorship in the region and elsewhere.

Mowlana of American University said that along with bomb shells, Western troops left behind publications that will "spread across the desert for years." In addition, the foreign correspondents stationed there influenced local reporters, he said.

But Rugh said Middle Eastern society is more affected by "ideas from other Arab countries. They've been able to cope with Western ideas in a more relaxed manner." For example, when Kuwaiti women drove cars into Saudi Arabia during the war, leaving their husbands behind, it encouraged Saudi women to want to drive. "I can't think of a corresponding cultural or social impact, even though we had thousands of Western women in Saudi," he said. *—Nancy M. Davis*

Daily newspapers in some Middle Eastern countries



USIA, Article 19

USPS proposes discount for TMC mailers

The U.S. Postal Service built a bridge over some roiling waters Aug. 9 when it proposed the "125-piece, walk-sequence" discount rate for third-class mail. ANPA and many newspapers have been pushing for such a break; USPS previously opposed it.

The Postal Rate Commission is already on record in favor of the move and is likely to recommend adoption by the postal governors. If that happens, it will reduce the best rate available to newspapers from the current 12 cents per 3.3-ounce piece to 11.5 cents. A paper mailing 20,000 TMC pieces a week would save $5,200 a year. It would also narrow the gap between the best rate available to papers and the 10.5-cent rate paid by mass mailers like Advo-System Inc. [presstime, Aug. 1991, p. 34].

The USPS reserves that rate for mailers that saturate 75 percent of all addresses on a route, or 90 percent of all residential addresses. Many newspapers compete with mass mailers by mailing materials to non-subscribers in total-market-coverage programs, but few can meet the USPS standards for saturation. To get the newly proposed 11.5-cent rate, they have an easier task—supplying at least 125 pieces per route, sorted in sequence of delivery.

What made the critical difference for the USPS was exclusion of letters from the category of discounted materials.

The proposed rate is only for "flats"—brochures, circulars and flyers typically found in TMC packages. Postmaster General Anthony M. Frank first revealed the importance of excluding letters in an April interview with presstime. He said "there would be a 125-piece, third-class flats [non-letters] program now if it had been separated from third-class letters" [presstime, May 1991, p. 34].

Frank reasons that, unlike flats, letters can be automated within the framework of current bar-code systems. Giving companies that mail third-class letters an intermediate discount would be a disincentive for them to automate.

ANPA Senior Vice President W. Terry Maguire said, "This is, by any measure, an extremely positive step for the Postal Service to have taken."

With the discount's erstwhile opponent now favoring it, even lobbyists for the mass mailers were viewing it in the best light—as a possible step toward broader compromise and lower third-class rates. *—Jack Kramer*

Salary increases for newspaper executives are lower this year, ANPA survey finds

Average annual base salaries for top newspaper executives in the United States and Canada generally increased in 1991 but by the lowest percentages in several years, according to ANPA's fourth annual Newspaper Industry Compensation Survey.

The average base pay for the full range of top management rose 3.8 percent from 1990 to 1991. That compares with 5.8 percent a year earlier [**presstime**, Sept. 1990, p. 54].

There were three exceptions to that trend: On a percentage basis, two categories of top executives received significantly larger pay increases, while another group was paid less than in 1990.

The two categories receiving the biggest increases were the top financial and circulation executives—7.4 percent and 6.4 percent, respectively. In fact, their salaries increased more in 1991 than at any time since the ANPA survey began its year-to-year comparisons (for the 1988-89 period). Their average total direct compensation—including bonuses and incentive awards—increased by 4.9 percent and 5.7 percent, respectively.

On the other hand, general managers saw their average base pay decrease by 3 percent from 1990 to 1991. Their average total direct compensation dropped 7.1 percent.

Overall, newspaper publishers fared about the same as most of the people reporting directly to them—their pay increased but by lower percentages than in previous years. Their average base salary in 1991 increased 4.1 percent, while their average total direct compensation increased 3.5 percent.

Among others in high-level management, business managers had the largest increases in base pay and average total direct compensation—5.6 percent in both categories. Editors' base pay rose 2.5 percent, and their average total direct compensation climbed 1.1 percent. For other executives the percentage increases were as follows: top operations (production) executives, 2.6 and unchanged; top human resources executives, 5 and 2; and top data processing executives, 4.1 and 2.

The overall 3.8-percent increase in base pay for top management was slightly less than the 3.9 percent reported for manager-level personnel. Among non-managerial positions, base pay rose 3.2 percent for entry-level reporters, 2.8 percent for copy editors, and 4 percent for advertising artists and copy writers. For advertising sales represen-

Publisher

Number of newspapers reporting: 370

Summary results

	Lowest	Median	Average	Highest
1991 base pay	$25,000	$ 90,000	$109,261	$500,000
1990 base pay	25,000	86,000	105,021	475,000
1989 base pay	25,592	90,000	105,763	450,000
1988 base pay	21,000	85,000	101,608	504,000
1991 total direct compensation	34,000	105,000	128,544	780,000
1990 total direct compensation	30,000	101,300	124,846	740,000
1989 total direct compensation	25,592	101,850	125,461	680,000
1988 total direct compensation	21,000	96,900	120,766	741,417

By circulation

Circulation	Number of newspapers	Average circulation in 1,000s	Average number of employees supervised	1991 base pay: Range midpoint [1]	1991 base pay: Median	1991 base pay: Average	Total direct compensation (base plus incentive): Median	Total direct compensation (base plus incentive): Average
5,000 or less	13	4	41	$ 40,000	$ 50,000	$ 48,583	$ 50,000	$ 52,933
5,001-10,000	44	8	41	50,000	54,500	54,059	59,000	62,857
10,001-15,000	48	12	73	73,850	65,000	69,591	77,750	78,866
15,001-20,000	35	18	94	71,200	71,000	76,271	80,000	85,539
20,001-30,000	55	25	140	93,200	86,000	93,685	100,583	106,524
30,001-50,000	69	39	202	104,950	100,000	103,342	116,180	121,454
50,001-75,000	37	61	345	120,000	118,000	130,727	139,500	155,554
75,001-100,000	16	89	434	136,200	132,897	148,152	156,500	169,083
100,001-150,000	20	125	598	130,245	167,500	175,652	196,805	202,037
150,001-250,000	18	198	1,172	199,000	197,500	195,433	227,500	248,463
250,001-500,000	9	349	1,673	nsd [2]	245,000	258,620	325,954	305,775
500,001 and over	6	1,191	3,233	489,700	441,250	426,250	541,250	560,483

Editor

Number of newspapers reporting: 372

Summary results

	Lowest	Median	Average	Highest
1991 base pay	$16,120	$ 56,500	$ 66,664	$267,500
1990 base pay	16,000	54,900	65,647	256,000
1989 base pay	16,500	54,750	62,998	239,295
1988 base pay	15,072	52,000	60,985	275,000
1991 total direct compensation	16,120	61,749	73,921	325,000
1990 total direct compensation	16,000	58,492	73,716	410,000
1989 total direct compensation	16,500	57,436	69,976	345,000
1988 total direct compensation	15,072	55,247	70,731	471,000

By circulation

Circulation	Number of newspapers	Average circulation in 1,000s	Average number of employees supervised	1991 base pay: Range midpoint [1]	1991 base pay: Median	1991 base pay: Average	Total direct compensation (base plus incentive): Median	Total direct compensation (base plus incentive): Average
5,000 or less	11	4	6	$ 23,000	$ 23,000	$ 25,752	$ 23,000	$ 26,207
5,001-10,000	30	8	10	27,073	30,689	31,535	30,979	33,468
10,001-15,000	44	13	15	34,800	37,990	37,741	39,000	39,302
15,001-20,000	31	17	22	41,496	42,250	46,029	43,795	50,395
20,001-30,000	58	25	32	65,000	50,464	51,139	52,149	54,407
30,001-50,000	65	39	48	64,158	58,877	59,795	62,748	65,235
50,001-75,000	45	62	71	82,100	70,500	73,278	80,500	80,743
75,001-100,000	20	89	103	80,050	78,124	80,665	87,344	91,850
100,001-150,000	26	120	139	85,020	91,500	99,627	105,929	110,987
150,001-250,000	22	203	207	105,800	116,750	119,136	136,500	137,247
250,001-500,000	13	336	298	nsd [2]	144,624	154,690	175,875	176,131
500,001 and over	7	932	648	214,600	200,000	213,785	275,000	264,795

[1] Median of midpoints of pay ranges reported
[2] Not sufficient data—fewer than three newspapers reported

tatives, whose income comes primarily from commissions, average total direct compensation rose 4.6 percent for those selling national ads, 2.7 percent for retail sellers and 3.8 percent for sales account executives/classified representatives.

The comparative percentages are based on responses from newspapers that returned questionnaires for *both* 1990 and 1991. For that reason, survey researchers said, the percentages do not mirror the year-to-year differences in actual dollars paid; the dollar levels are calculated from *all* participants in each year's survey.

In dollar terms, the average base pay of publishers rose to $109,261, up from $105,021 in 1990. Their average total direct compensation increased to $128,544, compared with $124,846 a year earlier.

The highest base pay for a participating publisher was $500,000 in 1991, up from $475,000 last year, with the highest average total direct compensation reported in 1991 as $780,000, up from $740,000.

General managers, whose pay was reported by only 144 participants in the survey, earned an average base pay in 1991 of $80,821, down from $81,357 in 1990. Their average total direct compensation came to $90,159, down from $94,591.

The 1991 survey included salaries for 63 job categories reported by 577 U.S. and Canadian daily newspapers. The response rate was down from the record high of 618 newspapers a year ago but it was higher than the 526 that participated in 1989. The researchers said this year's respondents represent a good sample by circulation and geographic distribution.

The survey was devised under ANPA auspices to study the pay levels and practices of the industry, thereby helping newspapers determine how competitive their pay levels are relative to their regions, circulation size and the industry as a whole.

However, the researchers cautioned, "When survey data indicate that prevailing market rates for specific jobs substantially exceed established pay-range midpoints at *your* newspaper, you must decide whether it is economically feasible and internally defensible to pay at competitive levels." Depending on performance, individuals could "properly" be paid 15 percent to 20 percent above or below the average rate shown in the survey, they said.

Average dollar increases for other key executives were:

- For the editor, a base salary of $66,664, up from $65,647, and total direct compensation of $73,921, up from $73,716
- For the top advertising executive, a base salary of $56,131, up from $52,973, and total direct compensation of $63,191, up from $60,333
- For the top financial executive, a base salary of $58,967, up from $53,914, and total direct compensation of $65,049, up from $60,442
- For the top circulation executive, a base salary of $48,868, up from $45,220, and total direct compensation of $53,960, up from $49,967
- For the top operations executive, a base salary of $58,048, up from $56,214, and total direct compensation of $64,099, up from $63,228.

Top advertising executive

Number of newspapers reporting: 435

Summary results

	Lowest	Median	Average	Highest
1991 base pay	$15,600	$ 49,392	$ 56,131	$188,500
1990 base pay	15,000	47,000	52,973	200,000
1989 base pay	15,000	46,000	50,388	160,000
1988 base pay	15,000	41,800	47,685	175,000
1991 total direct compensation	17,500	54,700	63,191	225,000
1990 total direct compensation	18,300	52,000	60,333	265,000
1989 total direct compensation	18,314	50,000	56,691	173,423
1988 total direct compensation	18,304	44,980	54,618	323,916

By circulation

Circulation	Number of newspapers	Average circulation in 1,000s	Average number of employees supervised	1991 base pay			Total direct compensation (base plus incentive)	
				Range midpoint [1]	Median	Average	Median	Average
5,000 or less	14	4	3	$ 25,500	$ 23,590	$ 25,505	$ 25,850	$ 27,497
5,001-10,000	43	8	6	27,196	27,870	26,896	31,758	31,849
10,001-15,000	56	13	10	38,800	32,708	34,311	36,686	37,856
15,001-20,000	34	18	15	41,320	38,844	39,965	41,860	44,890
20,001-30,000	64	25	21	55,900	46,510	46,915	52,000	51,718
30,001-50,000	74	39	31	60,180	53,296	53,728	59,444	59,632
50,001-75,000	42	60	48	82,100	65,000	66,612	71,000	71,878
75,001-100,000	27	87	64	82,100	73,500	73,472	78,540	83,588
100,001-150,000	30	122	75	83,181	71,113	78,942	85,022	92,083
150,001-250,000	26	191	147	105,800	92,350	92,252	102,954	104,587
250,001-500,000	17	365	192	107,000	111,000	116,243	124,433	131,805
500,001 and over	8	860	254	120,500	142,500	140,050	180,625	170,798

Top circulation executive

Number of newspapers reporting: 499

Summary results

	Lowest	Median	Average	Highest
1991 base pay	$11,424	$ 43,039	$ 48,868	$205,000
1990 base pay	10,400	39,811	45,220	165,000
1989 base pay	13,000	39,560	45,154	157,500
1988 base pay	9,500	36,400	42,056	225,000
1991 total direct compensation	11,424	47,000	53,960	245,000
1990 total direct compensation	11,440	42,600	49,967	214,000
1989 total direct compensation	13,000	41,852	49,639	232,500
1988 total direct compensation	9,500	38,500	46,435	275,000

By circulation

Circulation	Number of newspapers	Average circulation in 1,000s	Average number of employees supervised	1991 base pay			Total direct compensation (base plus incentive)	
				Range midpoint [1]	Median	Average	Median	Average
5,000 or less	18	4	2	$ 14,345	$ 16,250	$ 18,934	$ 16,725	$ 19,281
5,001-10,000	55	8	9	24,240	23,400	23,249	24,750	25,164
10,001-15,000	65	13	14	34,800	29,380	30,336	31,800	32,015
15,001-20,000	45	18	18	38,896	34,211	34,683	38,000	37,922
20,001-30,000	72	25	22	56,750	41,000	40,173	43,450	42,934
30,001-50,000	81	39	40	55,200	46,600	47,509	51,000	51,960
50,001-75,000	48	61	58	69,477	57,100	59,608	63,240	64,871
75,001-100,000	28	87	94	72,700	66,950	65,475	71,250	73,322
100,001-150,000	32	122	113	72,700	70,490	72,557	80,441	83,535
150,001-250,000	27	192	339	93,200	82,500	84,219	95,500	92,346
250,001-500,000	18	357	414	94,400	97,250	99,947	116,500	115,756
500,001 and over	10	1,038	1,056	120,500	137,500	140,332	155,875	169,071

Among the newsroom positions, the managing editor's average base pay rose from $48,121 to $52,016, and average total direct compensation increased from $50,974 to $55,469. The average copy editor's base pay went from $31,682 to $33,497. The average base pay for an experienced reporter (one to four years' experience) rose from $30,199 to $32,934. Entry-level reporters' base pay increased from $19,847 to $20,722.

Among some other job categories, the top data processing manager's average base pay increased to $47,664 from $45,517, and average total direct compensation increased to $50,048 from $48,459. Circulation district sales managers' base pay decreased to $26,048 from $26,427, but their average total direct compensation increased to $27,255 from $27,186. The pressroom superintendent's base pay increased to $37,674 from $35,899.

The study also breaks down the information by region and circulation category.

Newspapers with the highest circulations pay more to their executives. For example, publishers running dailies with circulations exceeding 500,000 received an average base pay of $426,250 in 1991, while those at papers with circulations between 10,000 and 15,000 earned an average of $69,591.

For top editors, the average annual base salary at papers with at least 500,000 circulation was $213,785 in 1991, while their counterparts at papers with circulation between 10,000 and 15,000 earned $37,741.

Papers in the mid-Atlantic region continued to pay publishers the highest average salary—$142,876. New England was next at $137,076, followed by the Southeast at $125,121. Canada, classified as one of the 10 "regions," came in fourth at $122,247.

Top operations (production) executive

Number of newspapers reporting: 365

Summary results

	Lowest	Median	Average	Highest
1991 base pay	$17,950	$ 52,500	$58,048	$265,000
1990 base pay	15,000	50,000	56,214	250,000
1989 base pay	19,003	49,000	56,379	220,000
1988 base pay	10,000	45,427	51,293	255,000
1991 total direct compensation	20,499	57,500	64,099	348,200
1990 total direct compensation	18,200	55,000	63,228	286,750
1989 total direct compensation	19,220	53,925	62,289	280,000
1988 total direct compensation	10,000	49,000	57,230	353,250

By circulation

Circulation	Number of newspapers	Average circulation in 1,000s	Average number of employees supervised	1991 base pay: Range midpoint [1]	1991 base pay: Median	1991 base pay: Average	Total direct compensation (base plus incentive): Median	Total direct compensation (base plus incentive): Average
5,000 or less	6	4	10	$ nsd [2]	$ 26,500	$ 25,269	$ 26,583	$ 27,777
5,001-10,000	27	8	12	28,080	29,640	29,259	30,027	33,026
10,001-15,000	33	13	18	34,372	33,384	34,574	34,934	38,185
15,001-20,000	24	18	27	44,150	42,458	43,413	45,346	46,786
20,001-30,000	48	24	37	57,500	44,922	44,687	47,250	47,746
30,001-50,000	71	39	58	56,203	52,000	51,908	56,000	57,245
50,001-75,000	48	61	88	69,300	58,750	60,736	63,250	64,633
75,001-100,000	27	88	125	73,481	66,000	69,939	70,641	78,213
100,001-150,000	28	120	175	82,100	67,258	70,665	78,000	80,414
150,001-250,000	25	190	271	93,200	77,000	78,837	84,000	85,952
250,001-500,000	18	360	479	94,350	94,550	104,538	115,064	117,448
500,001 and over	10	934	910	136,500	155,250	159,777	179,940	186,998

The data were compiled and processed by the Inland Press Association in Park Ridge, Ill., under the supervision of two ANPA consultants: Professor Hervey A. Juris of Northwestern University and Robert J. Greene of James & Scott Associates Inc., a Chicago management-consulting company. The project was directed by ANPA Vice President/Human Resources John D. Blodger.

Copies of the 1991 report were mailed in August to all newspapers that participated in the survey. For further information, contact Blodger at (703) 648-1068.

Also available are customized summary reports that allow a newspaper to request data from 10 or more newspapers according to metropolitan-area size, narrow geographical region, specific market or other criteria. The information will be compiled in summary form to ensure the anonymity of the study participants.

Such reports can be ordered at a cost of $250 per report from the Inland Press Association Inc., 777 Busse Highway, Park Ridge, Ill. 60068; (708) 696-1140.

—Mary Alice Bagby

Unions seek emergency federal standards on motion injuries

Thirty-one labor unions asked the Occupational Safety and Health Administration to issue emergency standards requiring employers to safeguard employees from repetitive motion injuries, also known as cumulative trauma disorders.

Among the unions are three that represent sizable numbers of newspaper workers: The Newspaper Guild, the Teamsters and the Communications Workers of America.

In a July 31 letter to Labor Secretary Lynn Martin, the unions said "there has been an unprecedented increase in cumulative trauma disorders."

Part of the six-page letter cited a 1989 CWA survey to which 12,000 workers responded. "In newspaper and wire service offices, as many as 60, 70 and 80 percent of (video display terminal) users surveyed have reported symptoms of cumulative trauma disorders," the letter stated. The unions alleged that the disorders "arise from poor design of the workplace and organization of work which pushes people beyond the limits of strength and endurance. These hazards were designed into the workplace by decades of industrial designers who neglected basic ergonomic principles."

The unions asked OSHA, a branch of the Department of Labor, to set emergency standards that would "require the implementation of a comprehensive ergonomic program" including:

- Hazard identification and prevention
- Job analysis for factors that could cause RMI, such as posture, equipment, force, gloves, vibration and frequency of actions
- Evaluation of new equipment and processes before installation
- Job-specific training, including breaking-in time
- A medical staff and program for treating employees
- Worker-union joint committees
- Protection of workers who report RMI symptoms.

OSHA spokesman Douglas Fuller said in August that issuing emergency standards is rare. He said OSHA will move ahead with "normal rule making."

The agency has been soliciting comments on a proposed safety and health management program to reduce occupational exposure to ergonomic hazards. At press time, ANPA was preparing comments to submit prior to the Aug. 15 deadline [**presstime**, June 1991, p. 66]. □